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COLLEGE FOOTBALL ASSOCIATION

Charles M. Neinas, Executive Director

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Before the
Federal Communications Commission
Washington, D.C. 20554

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In the Matter of)

Implementation of Section 26 of the)
Cable Television Consumer Protection)
and Competition Act of 1992)

Inquiry into Sports Programming)
Migration)

PP Docket No. 93-21

MAY 11 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Cover Page Date: May 6, 1993

Comments submitted by the College Football Association, Boulder, Colorado.



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OFFICE OF THE SECRETARY**

Office of the Secretary
Federal Communications Commission
1919 M Street N.W.
Washington, DC 20554

Reference: PP Docket No. 93-21

To Whom It May Concern:

The purpose of this communication is to respond to the inquiry relative to the College Football Association's contracts with ABC and ESPN regarding the selection process of games to be televised.

The agreement with ABC provides that the network must select the games that are to be televised during the month of September by not later than the preceding June 15. In addition, when the date of a game has been changed to accommodate an ABC telecast, such arrangements must be concluded by not later than June 15, although this usually occurs well in advance of that date. For example, in 1993 the Oklahoma at Nebraska game was originally scheduled to be played on Saturday, November 20. At the request of ABC the game was rescheduled for Friday, November 26. Another example is that the Georgia-Georgia Tech game that was originally scheduled to be played on Saturday, November 27, but to accommodate a national telecast the date was changed to

date and on three occasions during the season has a first and second selection preference in order to accommodate scheduled doubleheader telecasts. Except for the three dates identified in connection with ABC doubleheaders, ESPN has second selection. Following ESPN's selection, ABC may then continue to select games if it is utilizing a regional exposure on a particular date.

Perhaps I can best illustrate the selection process by using the following example. Although the following is hypothetical, the game selections could be considered probable at this time. It is anticipated that ABC will select the University of Southern California at Penn State as its first selection on September 11. ESPN is expected to select Georgia at Tennessee as its game on that date. ABC is then free to select Texas A&M at Oklahoma and possibly another game or two to complete a series of regional telecasts to be offered concurrently at 3:30 p.m. Eastern Time.

Also, during the months of October and November ABC and ESPN may exercise an option on a maximum of three occasions to select the games to be televised six days in advance of when the games are to be played. When ABC elects to utilize a six-day selection opportunity, it must prepare a ready list and reserve no more than two games in excess of the number of games to be televised. For example, if ABC plans a national telecast, it could place three games on a ready list and release all others. ESPN would have an opportunity to include those games identified on the ABC ready list for its consideration for selection and may also include alternate games on its ready list. Based upon past practice, the games that are placed on the ABC ready list are similar to the games on the ESPN ready list and are eventually televised by one of the two networks. It is important to recognize that games that are not placed on the ready list are released 12 days in advance.

Relative to the availability of the membership to exercise an option to do point-to-point telecasts, it should be noted that this office has received no complaints from either the CFA Television Committee or the membership regarding this option that is available for additional telecasts. Some of our members are not interested in having more than a specified number of games televised each year. For example, such universities as Penn State, Nebraska, and Oklahoma, all of which have enjoyed successful football teams in the past, prefer not to make all of their games available for television although there may be a market for televising the games. The decision to limit the number of telecasts involving their football teams has been made by the university in part due to the fact that fans of the aforementioned teams frequently travel significant distances to attend the games. Unlike professional football where each of the franchises is located in a metropolitan area (Green Bay excepted), many CFA members are located in smaller communities in locations that are not close to a metropolitan market. Penn State and Auburn would be prime examples.

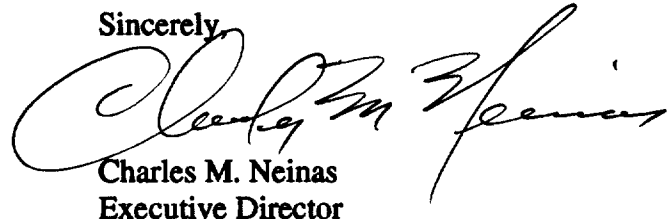
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On the other hand, the University of Colorado has made arrangements to have all of its games televised. Those Colorado games not selected for television by ABC or ESPN are sold locally to a Denver television station.

Also, on several occasions CFA members have declined to accommodate television because they were of the opinion that the television rights fee that had been offered for the telecast was insufficient.

If you require additional information concerning the CFA Television Plan or our contracts with ABC and ESPN, I trust you will not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script, appearing to read "Charles M. Neinas".

Charles M. Neinas
Executive Director

CMN:ksf